



Spokane Regional Convention and Visitors Bureau

Application Instructions Position: Convention Sales Manager

1. Carefully read the job description to ensure that your skills meet the minimum qualifications. Applications that do not meet the minimum requirements will be removed from the applicant pool.
2. Fill out the employment application form completely. Be sure to read the form carefully before signing your name at the bottom.
3. Answer the supplemental questions thoroughly and carefully, paying special attention to grammar and spelling. If additional room is needed to accommodate your answers, please attach a separate sheet (s) to the packet.
4. Attach a copy of your resume, including your work history and references to the back of the packet.
5. Return the completed packet to the Administrative Manager, Spokane Regional Convention and Visitors Bureau, 801 W Riverside Ave., Suite 301, Spokane, WA 99201. **Packets must be received by 5:00 p.m., Friday, August 13, 2010.**
6. Applicants will be notified by mail or telephone regarding their status in the selection process. **Please do not call for a status report. Only those interviewed will be notified if the position has been filled.**

We appreciate your adherence to the above guidelines. These guidelines have been established to make the application process a smooth and expedient one for both Spokane Regional CVB staff and the applicant.



Job Description

Job Title:	Convention Sales Manager
Salary Range:	Salary with benefits and incentive commensurate with experience
Work Schedule:	Full-time
Reports To:	Vice President/Director of Convention Sales and Services

Position Objectives: The Convention Sales Manager, under the direction of the Vice President/Director of Convention Sales and Services, will be responsible for marketing Spokane and Spokane County as a desirable meeting destination site consistent with the annual goals and objectives established in the annual CVB Marketing Plan.

The Convention Sales Manager will be responsible for lead generation, qualification and solicitation of the legal/crime, religious, ethnic, culture, fine arts, libraries, and social welfare through personal sales calls, telemarketing, direct mail, electronic media, and tradeshow involvement. He/She shall also be responsible for public relations activities involving local hotels/motels, facilities, city officials, local media, meeting planners, and other related representatives.

Summary of Duties and Responsibilities:

- Research and qualify prospective business opportunities and actively solicit convention and group business in an effort to produce sales leads and definite bookings for member hotel/motel properties, and other facilities
- Prepare bid proposals; coordinate and conduct bid presentations on behalf of Spokane and Spokane County.
- Establish and maintain excellent business relationships with representatives of Spokane's hotels/motels and facilities through personal contact, leads, etc...
- Meet with organization executives, planners and committees to assist as necessary in the selection of Spokane as a convention destination. Arrange and escort clients on familiarization trips and site inspections; coordinate meetings between clients and Spokane Regional CVB members.
- Attend local events and community activities in order to increase awareness of the CVB and obtain local support for solicitation opportunities that may require local support.
- Participate in industry tradeshows and conventions; schedule and conduct sales trips.
- Maintain and ensure timely input in Spokane Regional CVB's comprehensive sales tracking system.

Annual Accountability Measures:

Generate a predetermined number of definite guestroom nights generated by your direction and support of local hospitality community.

Generate a predetermined number of lead guestroom nights for hotels/motels and facilities in Spokane and Spokane County.

Accomplish personal goals as outlined in your annual review.

Qualifications:

Academic – The convention sales manager will have a BA/BS with an emphasis in marketing or sales, and/or at least three to five years of related experience which may substitute for academic experience.

Personal Characteristics – Good communication and public presentation skills, and proven ability to work with a diverse group of individuals and groups. Must be people-oriented, have high stamina/high energy levels, and be very “goal oriented”. Other characteristics important are proven problem analysis and resolution skills with exceptional analytical skills that work with a very diverse group of partners.

Knowledge, Skills and Abilities – The convention sales manager will have demonstrated sales success in a hotel or convention bureau (a minimum of three years), or have at least three years experience as a meeting planner for a state, regional or national association or corporation. Must have experience and skills in general office computer programs (Microsoft Word, Outlook, Excel, and PowerPoint) as well as experience in working with a comprehensive computerized sales tracking system. This position requires an ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines.

Physical requirements – Must be able to lift and carry 40 pounds. Must have a valid driver’s license and the ability to maintain a flexible work schedule that includes early mornings, evenings and weekends. Must be able to travel independently to domestic and international destinations via commercial airlines.

The Spokane Regional Convention and Visitors Bureau is an Equal Opportunity Employer.



APPLICATION FOR EMPLOYMENT:

Specific position applied for (Job title from position description)

Full Name

Mailing Address (Street or P.O. Box)

Home Phone Number

City, State, Zip Code Telephone number where you can be reached during the day

Have you ever been employed by the Spokane Regional Convention and Visitors Bureau? ___ Yes ___ No

Do you have any relatives who are employed by Spokane Regional CVB? ___ Yes ___ No If yes, please name them: _____

Are you able to legally work in the U.S.A.? ___ Yes ___ No Proof will be required upon hiring.

Have you ever been convicted of a felony? ___ Yes ___ No
If yes, please explain (give charges, sentence). Please note that a conviction alone will not bar you from employment with Spokane Regional CVB.

EDUCATION AND FORMAL TRAINING:

Do you have a high school diploma? ___ Yes ___ No Do you have a GED? ___ Yes ___ No

List the name of the school and its location: _____

BUSINESS OR TRADE SCHOOLS:

School Name & Location

Subjects studied Length of course Diploma, etc., awarded

COLLEGES:

School Name & Location

Subjects studied Length of course Diploma, etc., awarded

EMPLOYMENT HISTORY -- This section MUST be completed entirely

List below work experience relevant to the position you are applying for, paid, or unpaid, beginning with your present or most recent job. (Also include any military work experience.) Include work done in other cities, states and countries. Describe each job separately, emphasizing your specific tasks and supervisory, technical or other responsibilities. Explain significant breaks in your work experience. If more space than provided below is needed, additional sheets may be attached. While you may attach your résumé, you must also fill in the area below.

PRESENT OR LAST POSITION

Employer	From (month/year)
Address	To (month,year)
Your title Supervisor's name and telephone	
Duties/responsibilities (be specific)	Full-time _____ Part-time _____
	Hours/week (or average) _____
	Hourly salary _____
	Yearly salary _____
	Paid _____ Unpaid _____
	May we contact this employer?
	Yes _____ No _____

Employer	Address
Your title, salary	Your duties
Dates of Employment	Reason for leaving

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Your title, salary	Your duties
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SKILLS AND SPECIAL TRAINING

Please give particular attention to a) skills that you have which are related to the job for which you are applying, and b) special training, including seminars, classes and workshops that you have attended that relate to the job for which you are applying. Please specify the date, title and location of each program. Attach extra sheets as necessary.

PLEASE INFORM US IF YOU NEED ANY ACCOMMODATION TO APPLY OR INTERVIEW FOR THIS POSITION.

PLEASE READ THE FOLLOWING CAREFULLY BEFORE SIGNING THIS APPLICATION:

The Spokane Regional Convention and Visitors Bureau is an equal opportunity employer and does not discriminate on the basis of sex, age, race and color, religion, marital status, national origin, handicap or veteran status.

Interviews are given on a competitive basis, using job-related factors, after a written application has been received and reviewed. Because of the large number of applications received, not everyone who applies for a vacant position will be interviewed. Only those interviewed will be notified relative to the appointment.

I certify that the facts and information set forth in this application are true and complete to the best of my knowledge. I understand that any false statement, omission or misrepresentation in this application form or in any other required documents will be cause for denial of employment or immediate termination, regardless of when or how discovered.

I authorize the employers, supervisors, and education institutions listed in the application to give Spokane Regional CVB's representatives any and all information regarding me and my previous employment. I hereby release the Spokane Regional CVB and all previous employers and supervisors from any liability and hold them harmless from any claim for releasing any truthful information within their knowledge or records.

In consideration of my employment, I agree to conform to the instructions, rules and policies of Spokane Regional CVB.

Signed

Date



Supplemental Questions for Convention Sales Manager Position

1. In your previous work experience, what specific market segments have you worked? Please list a sample of association/corporations with which you have worked.

2. Describe your experience in achieving sales goals.

3. Based on your work experience, please provide details of a sales opportunity/booking that you are the most proud of and why?

4. Have you developed good working relationships with local, state and national visitor industry professionals? If so, give examples and describe how these relationships have been beneficial to you and to your employer.

5. Describe your public speaking and presentation experience.